



University of Louisville

Cardinal Athletic Fund Rules Education Session

Topics to Discuss...

- **NCAA Bylaw 10.1**
- **Representative of Athletics Interests (Booster)**
- **Definition of a Prospective Student-Athlete**
- **Ticket Reminders**
- **Extra Benefits**
- **Promotional Activities**
- **Agents**
- **Gambling**



Definition of an Institutional Staff Member

The unethical-conduct provisions set forth in Bylaw 10.1 applicable to institutional staff members include **any individual who performs work for the institution or the athletics department**, even if the individual is a student at the institution (e.g., student manager, student trainer) **and/or does not receive compensation from the institution for performing such services (e.g., volunteer coaches, undergraduate assistant coaches and graduate assistant coaches)**.

10.1 UNETHICAL CONDUCT

Unethical conduct by a prospective or enrolled student-athlete or a current or former institutional staff member (e.g., coach, professor, tutor, teaching assistant, student manager, student trainer) may include, but is not limited to, the following:



- (a) Refusal to furnish information relevant to an investigation of a possible violation of an NCAA regulation when requested to do so by the NCAA or the individual's institution;
- (b) Knowing involvement in arranging for fraudulent academic credit or false transcripts for a prospective or an enrolled student-athlete;

- (c) Knowing involvement in offering or providing a prospective or an enrolled student-athlete an improper inducement or extra benefit or improper financial aid;
- (d) Knowingly furnishing the NCAA or the individual's institution false or misleading information concerning the individual's involvement in or knowledge of matters relevant to a possible violation of an NCAA regulation;

- (e) Receipt of benefits by an institutional staff member for facilitating or arranging a meeting between a student-athlete and an agent, financial advisor or a representative of an agent or advisor (e.g., "runner");
- (f) Knowing involvement in providing a banned substance or impermissible supplement to student-athletes, or knowingly providing medications to student-athletes contrary to medical licensure, commonly accepted standards of care in sports medicine practice, or state and federal law;

- (g) Failure to provide complete and accurate information to the NCAA or institution's admissions office regarding an individual's academic record (e.g., schools attended, completion of coursework, grades and test scores);
- (h) Fraudulence or misconduct in connection with entrance or placement examinations; or
- (i) Engaging in any athletics competition under an assumed name or with intent to otherwise deceive.

Representative of Athletics Interests (Booster)

A "representative of the institution's athletics interests" is an individual, independent agency, corporate entity (e.g., apparel or equipment manufacturer) or other organization who is known (or who should have been known) by a member of the institution's executive or athletics administration to:

- (a) Have participated in or to be a member of an agency or organization promoting the institution's intercollegiate athletics program;
- (b) Have made financial contributions to the athletics department or to an athletics booster organization of that institution;

Representative of Athletics Interests (Booster) (cont.)

- (c) Be assisting or to have been requested (by the athletics department staff) to assist in the recruitment of prospective student-athletes;
- (d) Be assisting or to have assisted in providing benefits to enrolled student-athletes or their families; or
- (e) Have been involved otherwise in promoting the institution's athletics program.

Ex. Former S/As, Season Ticket Holders, Staff Members, Donors, etc...

Terms of the Booster

- Once an individual, independent agency, corporate entity or other organization is identified as such a representative, the person, independent agency, corporate entity or other organization retains that identity ***indefinitely.***



Permissible Activity

- Contacts between a prospective student-athlete and an athletics representative regarding permissible pre-enrollment activities (e.g., a discussion of summer-employment arrangements that occurs subsequent to the prospective student-athlete's signing of the National Letter of Intent).



Restrictions for Representative of Athletics Interest

- (a) **Telephone Conversation.** An athletics representative of a member institution may speak to a prospective student-athlete via the telephone only if the prospective student-athlete initiates the telephone conversation and the call is not for recruiting purposes. Under such circumstances, the representative must refer questions about the institution's athletics program to the athletics department staff;
- (b) **Observing Prospective Student-Athlete's Contest.** An athletics representative may view a prospective student-athlete's athletics contest on his or her own initiative, subject to the understanding that the athletics representative may not contact the prospective student-athlete on such occasions;

Restrictions for Representative of Athletics Interest (cont.)

- **(c) Evaluation of Prospective Student-Athlete.** An athletics representative may not contact a prospective student-athlete's coach, principal or counselor in an attempt to evaluate the prospective student-athlete; and
- **(d) Visiting Prospective Student-Athlete's Institution.** An athletics representative may not visit a prospective student-athlete's educational institution to pick up film/videotape or transcripts pertaining to the evaluation of the prospective student-athlete's academic eligibility or athletics ability.

Unavoidable Incidental Contact

- An unavoidable incidental contact made with a prospective student-athlete by representatives of the institution's athletics interests, provided the contact is not prearranged by the representative or an athletics department staff member, does not take place on the grounds of the prospective student-athlete's educational institution or at the sites of organized competition and practice involving the prospective student-athlete or the prospective student-athlete's team (i.e., high school, preparatory school, two-year college or all-star team), is not made for the purpose of recruitment of the prospective student-athlete, and involves only normal civility.

Definition of a Prospect

A prospective student-athlete is a student who has started classes for the ninth grade. In addition, a student who has not started classes for the ninth grade becomes a prospective student-athlete if the institution provides such an individual (or the individual's relatives or friends) any financial assistance or other benefits that the institution does not provide to prospective students generally. An individual remains a prospective student-athlete until one of the following occurs (whichever is earlier):

- (a) The individual officially registers and enrolls in a minimum full-time program of studies and attends classes in any term of a four-year collegiate institution's regular academic year (excluding summer); or**
- (b) The individual participates in a regular squad practice or competition at a four-year collegiate institution that occurs before the beginning of any term; or**
- (c) The individual officially registers and enrolls and attends classes during the summer prior to initial enrollment and receives institutional athletics aid.**

Dead Period Reminder



In all sports prospects may not take official or unofficial visits to an institutions campus during a DEAD PERIOD. This is monitored closely by the coaches and the Compliance Office.

Hard Tickets Reminder!

Student-Athletes & Prospects are to never receive hard tickets, they should always be admitted to on-campus events via a pass list!



Bylaw 16.2.1.3.2 Complimentary Admissions to an Institution's Home Contest Honoring a Student-Athlete

An institution may provide a maximum of **three** complimentary admissions to a student-athlete for an institution's game or contest during which a student-athlete is being honored but not participating, **provided such complimentary admissions are used by the student-athlete's parents, legal guardians and/or spouse.**



NEW LEGISLATION: EFFECTIVE AUG 1, 2007

Bylaw 16.2.1.3.2 Complimentary Admissions to an Institution's Home Contest Honoring a Student-Athlete

- To increase, **from three to four**, the number of complimentary admissions that an institution may provide to a student-athlete for an institution's game or event during which a student-athlete is being honored but not participating, provided such complimentary admissions are used by the student-athlete's parents, legal guardians and/or spouse.

PJCS & Freedom Hall Reminders

- Prospective student-athletes should be in the general seating area at kick-off or tip-off. (Press Box, Sidelines, Suite Areas, Press Row, Sky suites, Brown & Williamson Club Seating are all restricted areas for PSAs)
- Student-Athletes are not permitted to be in the sky suites unless they or their parents have the appropriate credentials and/or have purchased sky suites tickets.
- Representatives of Athletics Interests, i.e. “Boosters” are never permitted to have contact with prospects.



Promotional Activities

- All promotional activities that include student-athletes must be approved by the compliance office, regardless of how large or small the activity is.

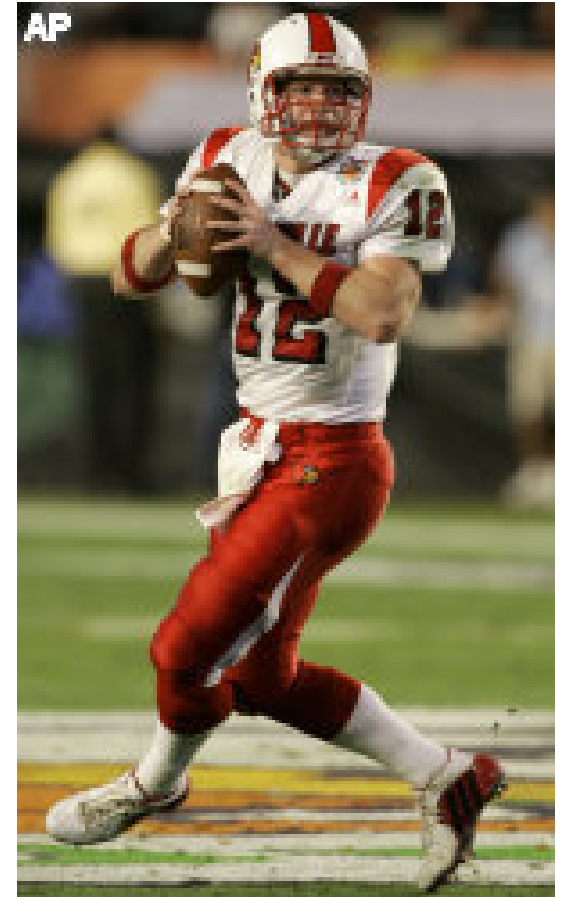
(this is to prevent a student-athlete from jeopardizing his/her eligibility) (see 12.5.1.1 handout)

- Student-athletes may never miss class.

Examples: Radio Blasts, Autograph sessions, Cardinal Caravan, Student-Athlete appearances, Cards Care

Use of Name or Image of a Student-Athlete in Publications

- Rule is different for former student-athletes vs. current student-athletes.
- You must request and receive permission from Compliance for every publication, poster, etc. you produce involving current student-athletes.
- Bylaw 12.5.1.1 allows the institution and certain entities to use the likeness or name of current student-athletes. However, remember to have Compliance approve all endeavors.
- Promotional Activities involving student-athletes are coordinated by Compliance. This includes autograph requests.



Fundraising Activity Involving Promotional Item Bearing Name, Picture or Likeness of a Student-Athlete

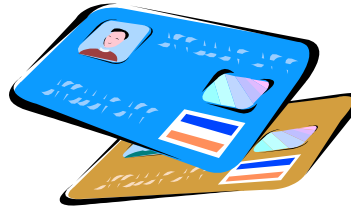
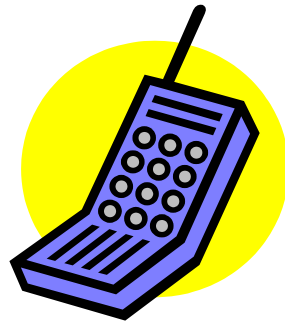
All fundraising activity (e.g., auction, raffle) involving items that include the name, picture, or likeness of a student-athlete, must be treated in the same manner as a sale.

For example:

At a fundraising event, it is not permissible for an institution to raffle a jersey with a name of a student-athlete affixed to it, even if other student-athletes sign the jersey. However, if a jersey does not bear the affixed name of an individual student-athlete and is signed by multiple student-athletes, it is permissible for the jersey to be raffled, subject to the legislative requirements for conducting such promotions.

Extra Benefits

- **Student-Athletes are not permitted to accept any type of benefit that is not otherwise available to the general student body.**
- **Staff members are not permitted to provide a prospective student-athlete with any type of benefit.**
- **See John Carns if you have any questions.**



Examples of Extra Benefits

- **Money, loans, bond, or co-signing of loans**
- **Free transportation (use of a car, airline tickets, bus tickets, etc.)**
- **Free storage**
- **Free merchandise (clothes, video games, etc.)**
- **Free Entertainment (sporting events, movies, concerts, etc.)**
- **Free meals**
- **Discounted merchandise because of status**
- **Free use of a credit card, calling card, etc.**
- **Free use of the athletic department copy machine, fax, mail, etc.**

Donation Requests

- **We cannot aid high schools, or outside scholarship foundations with donations of money or items because the NCAA considers it a recruiting inducement.**
- All donations to outside groups must be approved by the Compliance office.
- Examples: autographed memorabilia, tickets, equipment, promotional items, etc..



16.11.1.5 Occasional Meals

- A student-athlete or the entire team in a sport may receive an occasional meal in the locale of the institution on infrequent and special occasions from an ***institutional staff member***. An institutional staff member may provide reasonable local transportation to student-athletes to attend such meals.



Gambling

- It is impermissible for a student-athlete, or athletic department staff member to wager money or tangible items on any NCAA sponsored sport or professional sport.
- This includes fantasy football leagues and NCAA brackets if anything of value is wagered.
- Do not discuss injuries or disciplinary issues with people outside of athletics because gamblers look for an “inside” edge.

Lookout for Agents

- If a student-athlete (or their family) accepts anything from an agent or runner he/she will render themselves ineligible.
- Student-athletes are not permitted to enter an agreement both written or orally with an agent until their eligibility has expired.
- Staff members cannot facilitate meetings or accept gifts from agents for “brokering” a meeting with a student-athlete.
- If you have any questions contact Nick Ojea.

In Closing...

- Compliance is a group effort
- Institutional Obligation
- “Ask First”
- We welcome interpretation requests



Any Questions?

